

Technology Committee

April 20, 2009

Monday

5:00 PM

Minutes

Call to order: Mr. Paini called the meeting to order at 5:02pm.

Roll Call: Present for roll call was Mr. Paini, Mr. Deeds and Mr. Jarvis. Also in attendance were Mayor Ebert, Mr. Christopher Strayer (Development Director) and Carrie Hoover (Public Affairs). Not in attendance was Mr. Rick Brown (Maximation) and Ms. Osborn (Finance Director).

Resolved Items: None

Pended Items: None

New Items for Discussion:

09-01 Social Media

Mr. Jarvis attended a conference that was themed on using social networking media to promote Main Street and local events. Mr. Jarvis stated that the message coming through was that 50% of people are using Facebook, LinkedIn, MySpace and Twitter as their primary search engine instead of Google.

Mr. Jarvis stated an example of a Village of Ferndale in Michigan (www.downtownferndale.com) and their website has cross links in it, right on their homepage, to their social networking sites. There are many other towns that have this same situation. He believes this is a step into the networking usage of today and you don't want to be the last one to take advantage of these networking tools.

Mr. Paini stated that he uses Facebook and LinkedIn with the non-profit groups with which he works. They are easy to set up and get people to join, and once they join, you can notify them of events around town very quickly and easily.

Ms. Hoover stated that though it is easy to set up, she believes that we should have some outside help in setting it up. She brought a worksheet entitled "The Six Myths of Social Networking". She said there is an initial set up fee and that there should be some type of guidelines and a measurement tool in place to see how many people are looking at the page. She also stated that there is a large time commitment.

Mr. Paini stated that he and Rick Brown have a technology background and that there doesn't need to be much of a measurement tool. If it just reaches one person that then shows up at an event that wouldn't have otherwise attended, it would be worth it. Discussion ensued regarding manpower needed and time it would take to maintain such a site. It was decided that it was worth having the Village look into setting up. We will schedule another meeting w/ Rick Brown.

09-02 Alert Software

Mr. Paini stated that he received information regarding Red Alert software. The software would actually dial your phone and give you immediate/ emergency updates; ex: boil alerts, wind storm information, etc. Consensus was that this is a general service that the Village should provide for its residents. The issue and price / budget will be researched and another meeting will be scheduled in a month or so to go over that new information.

New Business:

Mr. Deeds would like to see the GIS information from the budget and line item perspective. He would like to see what the budget looks like under IT.

Old Business:

None at this time.

Adjournment:

Mr. Deeds moved to adjourn this meeting of the Technology Committee and was seconded by Mr. Jarvis.

VOTE

AYES

Mr. Deeds, Mr. Jarvis, Mr. Paini

NAYS

Motion carried.

Meeting adjourned at 5:43 pm.